



*ifpi*

representing the  
recording industry  
worldwide

# Global Music Report

FULL REPORT: DATA AND  
ANALYSIS FOR 2019





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We're helping 4746 music companies oversee their copyrights from our new headquarters. Come visit us, work from here, host a meeting or chill with a lemonade in the patio. Nuestra casa es tu casa.

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# The Global Recording Industry in 2019

## Fifth consecutive year of growth saw annual global recorded music revenues surpass US\$20 billion

Globally, trade revenues for the recorded music industry reached US\$20.2 billion in 2019, the first time that industry income exceeded US\$20 billion since 2004. The growth rate was 8.2%, or US\$1.5 billion, year-on-year.

Since 2014, the lowest point for recorded music revenues since the turn of the century, five consecutive years of growth have added over US\$6 billion (or 44.8%) to industry revenues. There is still some way to go before income returns to the peak annual revenue level of US\$23.4 billion seen in 2001 (see figure 1), particularly given the challenges to the industry from the COVID-19 crisis of 2020.

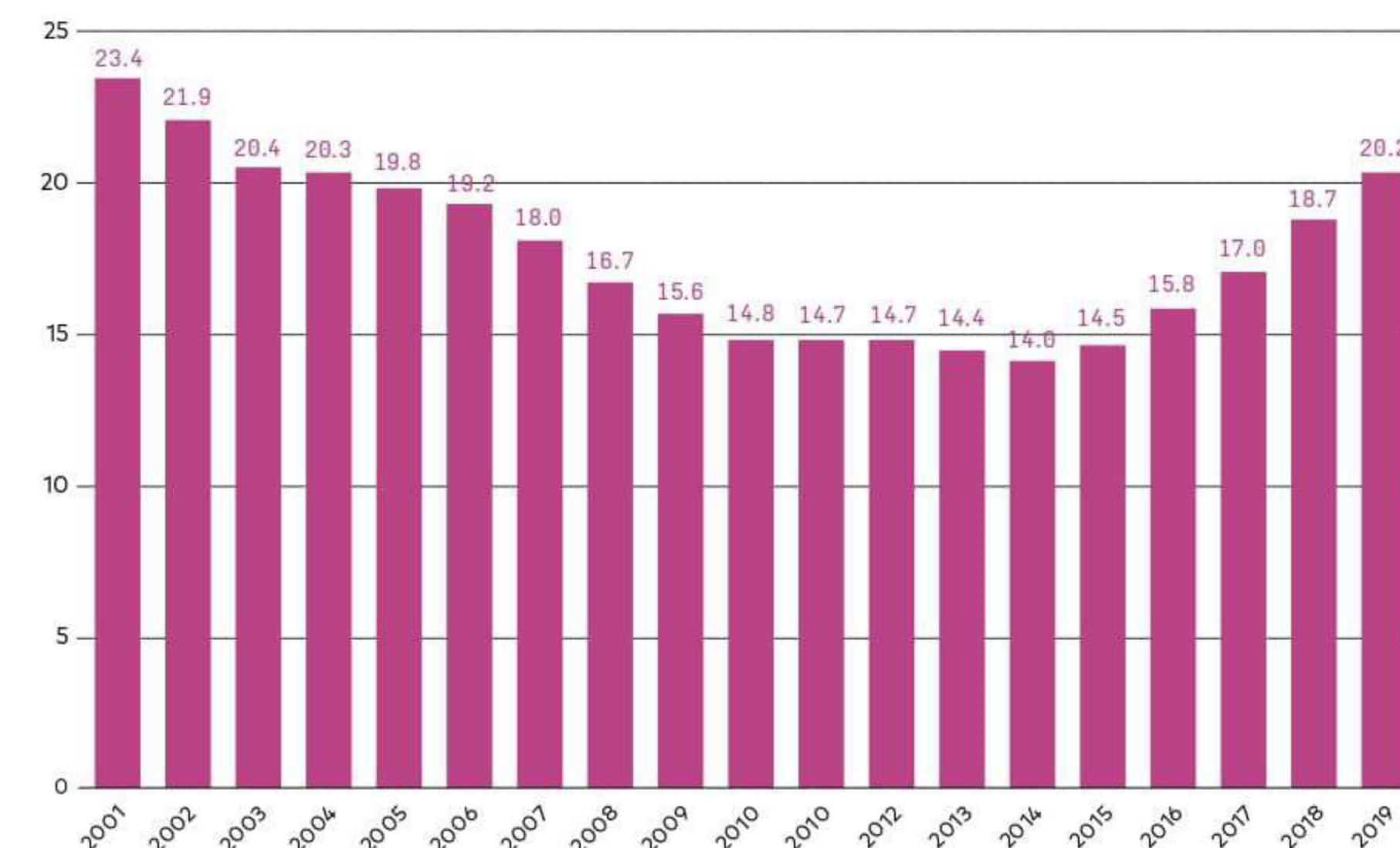
### 2019 IN NUMBERS

<b>\$20.2bn</b>	Global Recorded Music Revenue 2019
<b>+8.2%</b>	Year on year growth
<b>2004</b>	Last time revenues exceeded \$20bn
<b>+1.5bn</b>	Year on year US\$ growth



Becky G photo courtesy of Sony Music

Fig.1 Global recorded music industry revenues: 2001 - 2019 (US\$ billion)



In 2019 the transition of music consumption from owned formats - such as physical products and digital downloads - to an access model continued. This was driven by increased demand for both subscription streaming services and free streaming supported by advertising.

Geographically, industry growth was broad-based in 2019. Revenues improved year on year in every region of the world. Income in 19 of the top 20 markets - which together made up over 90.8% of global industry revenues - increased during the year. Latin America was the fastest growing region, as it has been in every year since the industry's return to global growth in 2015.

There were four notable key themes to 2019's growth that are explored in this report:

- The rise of subscription streaming to become the dominant recording industry revenue source globally
- A slowdown in the pace of decline of physical revenues
- Accelerated growth in major European markets
- The performance of the US, the world's biggest music market, which continued to drive global growth

**18.9%**

Revenue growth in Latin America, the fastest growing region

**33.5%**

Growth in users of subscription streaming services

**56.1%**

For the first time, streaming makes up more than half of recorded music revenues

**50.3%**

Growth in Russia, the fastest growing major market



THE GLOBAL MUSIC RECORDING INDUSTRY IN 2019

# IFPI Global Charts

## Taylor Swift, Billie Eilish and ARASHI top IFPI Global Charts 2019

IFPI's Global Charts for 2019 saw Taylor Swift named the IFPI Global Recording Artist of the Year for the second time, following her first win in 2014. The Recording Artist of the Year chart reflects an artist's worldwide success across digital and physical music formats, across their entire catalogue.

Swift reached the top spot in 2019 following the highly successful release of her seventh studio album *Lover*. The album sold 3.16 million physical and download copies, and along with her back catalogue was successful on streaming platforms across the world.

Swift's win reflects the power of truly global reach as her music performed consistently well across all global regions.

Elsewhere in the Artist chart, legacy acts Queen and The Beatles each moved up one place in the charts from the previous year.

There were four new entrants in the Recording Artist of the Year Top 20. US artists Khalid and Travis Scott were joined by the winners of the other two IFPI Global charts: Billie Eilish, who won the Global Single award, and Japanese band ARASHI, who took the Global Album award following the success of their greatest hits album *5 x 20 – All the BEST! 1999-2019*.

### IFPI CHARTS REFLECT A GLOBAL, DIVERSE INDUSTRY

#### Female artists

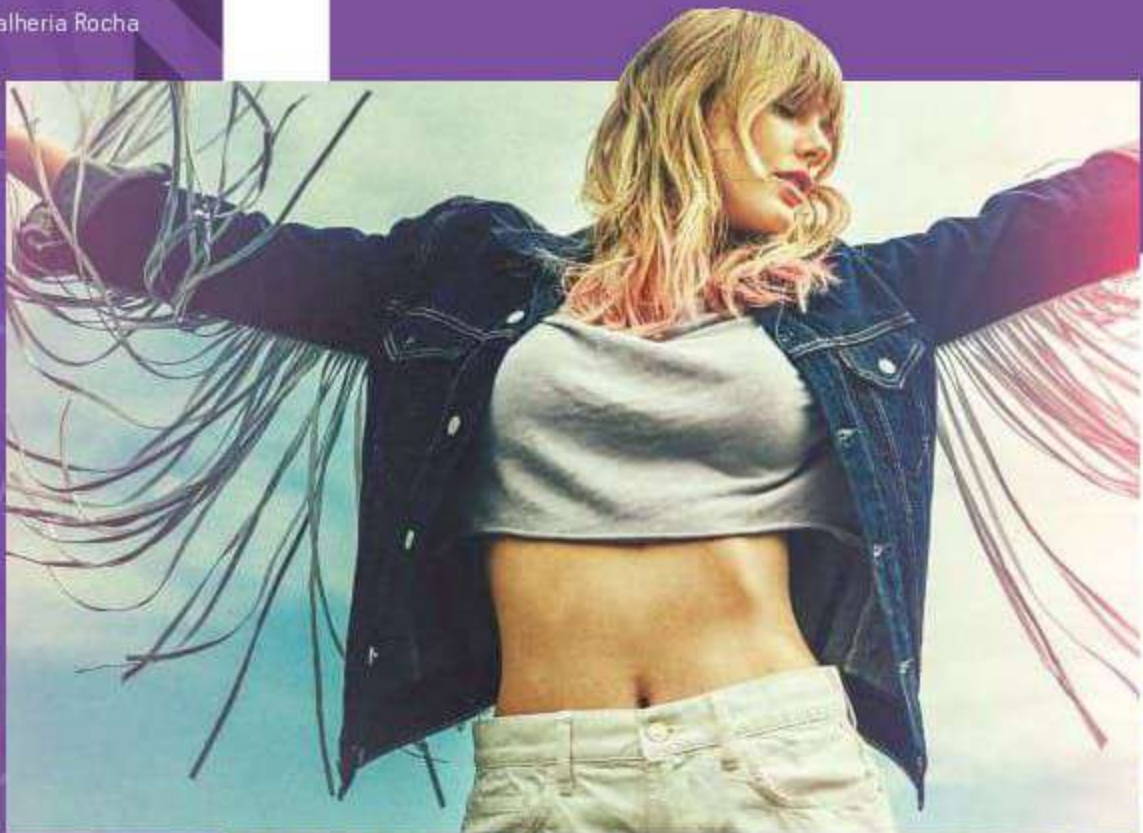
took home the Global Artist and Global Single awards in 2019

#### ARASHI

A Japanese act won an IFPI Global Award for the first time





























#### Four

female artists featured in the top 10 of the Global Artist Chart



Taylor Swift photo by Valheria Rocha

### IFPI Global Artist Chart 2019 - top 20

▲ Up vs 2018				▼ Down vs 2018				↻ Re-entry				★ New Entry				= Non-Mover								
Rank	Prior Year	Change	Artist	Rank	Prior Year	Change	Artist	Rank	Prior Year	Change	Artist	Rank	Prior Year	Change	Artist	Rank	Prior Year	Change	Artist					
	1	16	▲	Taylor Swift		11	5	▼	Eminem		12	7	▼	Imagine Dragons		13	17	▲	Shawn Mendes		14	NE	★	Khalid
	2	3	▲	Ed Sheeran		3	4	▲	Post Malone		4	NE	★	Billie Eilish		15	NE	★	Arashi		16	14	▼	Maroon 5
	3	4	▲	Post Malone		6	8	▲	Ariana Grande		5	6	▲	Queen		17	RE	↻	Coldplay		18	NE	★	Travis Scott
	4	NE	★	Billie Eilish		7	2	▼	BTS		8	1	▼	Drake		19	15	▼	Kanye West		20	RE	↻	The Chainsmokers
	5	6	▲	Queen		9	9	=	Lady Gaga		10	11	▲	The Beatles										
	6	8	▲	Ariana Grande																				
	7	2	▼	BTS																				
	8	1	▼	Drake																				
	9	9	=	Lady Gaga																				
	10	11	▲	The Beatles																				

Source: IFPI



## THE GLOBAL MUSIC RECORDING INDUSTRY IN 2019

# IFPI Global Singles Chart

Billie Eilish's single *bad guy* beat Lil Nas X's viral hit *Old Town Road* to the Global Single award, helped by the strong performance of the track across all global regions. Shawn Mendes and Camila Cabello's collaboration *Señorita* completed the top three. 2019 was the first year since 2015 that the top three tracks each passed the 15 million track equivalent units level in the same year.

Australian artist Tones & I placed sixth in the Global Singles chart with the global hit *Dance Monkey*, which hit number one in national charts across multiple markets. Anne-Marie's *2002* – in 18th position in the Global Singles chart – was also named the top digital track of the year in South Korea, the first international track ever to achieve this position.\*

## IN NUMBERS: GLOBAL SINGLES CHART 2019

8

Eight artists made their first appearance in the top 20 as a lead or featuring artist, including four of the top 10

2

An additional two artists (Halsey and Anne-Marie) made their first solo appearances in the top 20

3





















Ed Sheeran's *Shape of You* spent its third consecutive year in the top 20 – the first track ever to achieve this



Billie Eilish photo by Carsten Windhorst

\*Source: Gaon

## IFPI Global Singles Chart 2019 - top 20

	Rank	Artist	Track	Global converted track equivalents		Rank	Artist	Track	Global converted track equivalents
	1	Billie Eilish	bad guy	19.5m		11	Post Malone	Wow.	8.9m
	2	Lil Nas X	Old Town Road	18.4m		12	Ava Max	Sweet but Psycho	8.8m
	3	Shawn Mendes, Camila Cabello	Señorita	16.1m		13	Ed Sheeran	Shape of You	8.3m
	4	Post Malone, Swae Lee	Sunflower	13.4m		14	Sam Smith, Normani	Dancing With A Stranger	7.6m
	5	Ariana Grande	7 rings	13.3m		15	Imagine Dragons	Believer	7.6m
	6	Tones and I	Dance Monkey	11.4m		16	Ariana Grande	thank u, next	7.6m
	7	Ed Sheeran & Justin Bieber	I Don't Care	10.3m		17	Jonas Brothers	Sucker	7.5m
	8	Lady Gaga, Bradley Cooper	Shallow	10.2m		18	Anne-Marie	2002	7.4m
	9	Lewis Capaldi	Someone You Loved	9.1m		19	Maroon 5 ft. Cardi B	Girls Like You	7.4m
	10	Halsey	Without Me	9.1m		20	Ed Sheeran feat. Khalid	Beautiful People	7.4m

Source: IFPI



## THE GLOBAL MUSIC RECORDING INDUSTRY IN 2019

# IFPI Global Album Chart

In the Global Album Chart, ARASHI were the first Japanese act to reach number one on any IFPI Global Chart, selling 3.29 million units of *5 x 20: All the BEST!! 1999-2019* across physical and download formats. The resilience of physical formats in Japan and South Korea was clear from the album chart: four acts from the two countries (ARASHI, BTS, King & Prince and Nogizaka46) were represented in the top 20, up from three last year.

With additional success for established artists like Rammstein, Celine Dion, Bruce Springsteen and Tool, 2019's IFPI Global Charts paint a picture of a vibrant and diverse global industry.

## IN NUMBERS: GLOBAL ALBUM CHART 2019

2

*A Star is Born* spent its second year in the global top 5 - only Adele's *25* has previously achieved this feat

3

Japanese artists represented in the top 20 - a new record






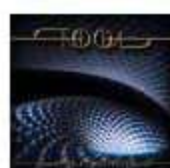














4

BTS became the first artists to have four different albums reach the global top 20 - this feat was achieved in just 2 years



ARASHI photo courtesy of J Storm

## IFPI Global Album Chart 2019 - top 20

Rank	Artist	Album	Global units	Rank	Artist	Album	Global units		
	1	ARASHI	5x20 All the BEST!! 1999-2019	3.29m		11	Coldplay	Everyday Life	0.74m
	2	Taylor Swift	Lover	3.16m		12	Harry Styles	Fine Line	0.68m
	3	BTS	MAP OF THE SOUL : PERSONA	2.50m		13	TOOL	Fear Innoculum	0.68m
	4	Lady Gaga	A Star is Born OST	1.21m		14	Nogizaka46	Imaga Omoideni Narumade	0.67m
	5	Billie Eilish	WHEN WE ALL FALL ASLEEP, WHERE DO WE GO?	1.20m		15	P!nk	Hurts 2B Human	0.67m
	6	Queen	Bohemian Rhapsody	1.15m		16	Bruce Springsteen	Western Stars	0.62m
	7	Ed Sheeran	No.6 Collaborations Project	1.09m		17	Jonas Brothers	Happiness Begins	0.62m
	8	Ariana Grande	thank u, next	0.95m		18	King & Prince	King & Prince	0.61m
	9	Rammstein	Rammstein	0.91m		19	Various Artists	The Greatest Showman OST	0.60m
	10	The Beatles	Abbey Road	0.79m		20	Céline Dion	Courage	0.60m

Source: IFPI